

A VISION TO MAKE LOUISVILLE THE WORLD'S BEST CULINARY AND SPIRITS CITY



EXECUTIVE SUMMARY



THE COVER STORY OF THE MARCH 3, 2014, EDITION OF FORTUNE MAGAZINE SAID IT ALL “DRINK UP! THE BILLION-DOLLAR BOURBON BOOM.”



Bourbon has been good for Louisville's economy since the city was settled in 1778 — but it is particularly strong now, with the bourbon industry in Jefferson County providing 4,200 jobs, \$263 million in payroll, \$32 million in tax revenue and \$50 million in capital projects in 2012 alone. Louisville is indeed experiencing a bourbon boom.

New visitor attractions are springing up, from the Evan Williams Bourbon Experience on Main Street to the re-opening of the historic Stitzel-Weller Distillery in Shively, and a new type of tourism — bourbonism — has emerged. Bourbon tourists are coming to the city in greater numbers — and they stay longer and spend more than the average visitor, studies show. Louisville should continue to leverage the organic growth and popularity of the bourbon industry as a means to reveal and capture latent demand in its tourism and culinary sectors.

When this bourbon boom is layered with the city's nationally-recognized food and restaurant scene, Louisville stands at a unique point in time to grow both the food and bourbon industries — and thus grow jobs, the local economy and add to the city's unique authenticity (while being a lot of fun!).

With those goals in mind, Mayor Greg Fischer (standing behind the bar of Bourbons Bistro in December 2013) announced the creation of the Bourbon and Local Food Work Group. Its goal was to examine the city's already

great bourbon and food culture and make it excellent — best in the world.

The work group — including business executives, chefs, distillers and tourism leaders — was divided into three committees: Bourbon, Food and Built Environment. Their reports, and their many recommendations, are contained herein. Key recommendations include:

■ Building a Kentucky Bourbon Trail Visitor Center on Main Street (and preferably along Whiskey Row).

The center would be the starting point for all things bourbon and food in Louisville — and it would be a local hub where people could catch buses to visit local distilleries and travel on the Kentucky Bourbon Trail. The center would celebrate and feature all brands and would include a full kitchen/bar and lecture studio where bourbon and food events could be held. This center should be buzzing with activities seven days a week, with events ranging from dinners, tastings and lectures to launches of bourbon brands. It would be equipped with lighting and video capabilities to produce media shows (TV, radio, webcasts) about bourbon and food.



Bourbon industry in Louisville

4,200 jobs

\$263 million in payroll

\$32 million in tax revenue

\$50 million in capital projects in 2012

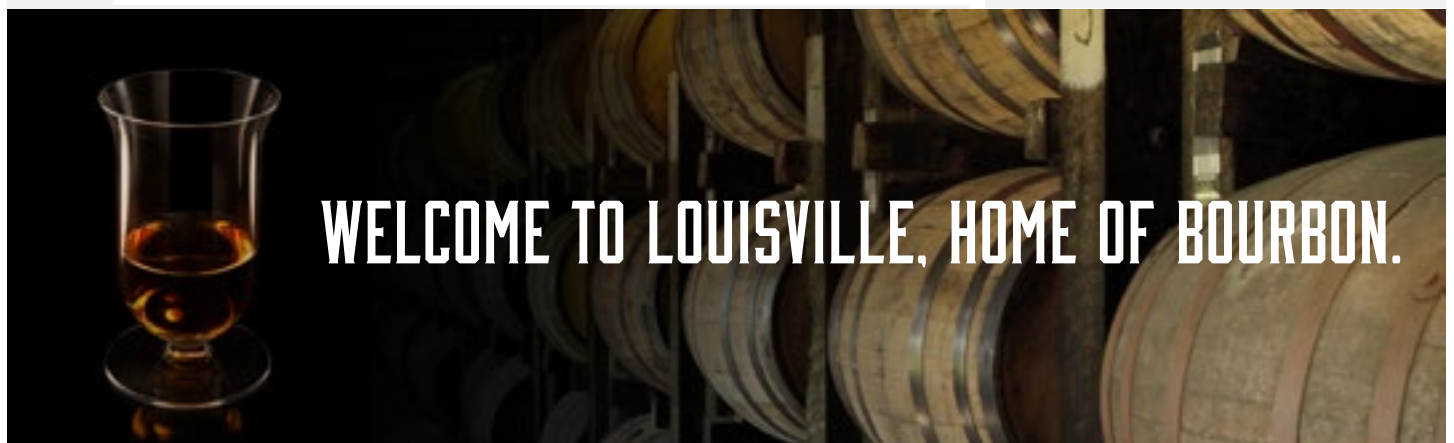
■ **Creating an annual world-class signature Bourbon and Food Festival.** It's important that this festival be uniquely Louisville so as to not become a copycat of other food/wine festivals common in American cities. The Kentucky Bourbon Affair, hosted by the Kentucky Distillers' Association in May 2014, could grow into this broader festival concept beginning in 2015.

■ **Creating a bourbon certification and recognition system in which the hospitality industry (especially front-line servers and bartenders) would become certified bourbon experts.** The goal is for every hospitality employee to know the history of bourbon and be able to expertly discuss brands with customers. The Filson Historical Society will be a key partner in this effort because it already has the Bourbon Academy led by bourbon historian Michael Veach. The certification and education classes would be held at the Bourbon Visitor Center.

■ **Incorporate bourbon and food into Louisville International Airport in a significant way.** The airport is the city's front door – the first place many visitors interact with Louisville and the last place they visit before leaving. The airport should have bourbon and history infused throughout. When people land in Louisville, the airport should proudly proclaim to visitors that they're in the home of bourbon.

■ **Create a common marketing strategy for the city around bourbon and food.** Currently, there are many messages and themes around bourbon and food in Louisville – "Bourbon Country" by the Convention and Visitors Bureau and "The Kentucky Bourbon Trail" services offered by the Kentucky Distillers' Association. A common marketing theme and message, on which all can agree, is vital. A nationally recognized consultant has already been hired by the CVB to conduct this work and make recommendations. This marketing strategy should include common elements for the built environment so that everything related to bourbon and food in Louisville, from physical way-finding signs on the street to smart phone tourism apps, has a consistent look.

■ **Use bourbon to market and sell the city – and serve as an economic development tool.** Louisville can and should "own" bourbon like no city in the world. From encouraging new distilleries to open, to attracting conventions and trade shows, Louisville should be aggressive. The Mayor should have his own brand of bourbon to hand out when he's selling the city – and downtown needs a public signature bourbon piece of art that becomes a "must have" picture for tourists, much like the giant Louisville Slugger bat.



INTRODUCTION

The Bourbon Committee applauds Mayor Greg Fischer's ambitious and energetic mission with the Bourbon and Local Food Work Group to make Louisville the heart of bourbon tourism, food and culture in the world.

With the addition of the Evan Williams Bourbon Experience opening in Louisville and several other distilleries planned, it has become increasingly important for Louisville, the Louisville Convention & Visitors Bureau, the Kentucky Distillers' Association, and the KDA's Kentucky Bourbon Trail® tours to coordinate marketing strategies, eliminate duplication and create efficiencies.

Louisville is uniquely positioned to complement bourbon tourism adventures with its premium hotels and top-tier restaurants. The Bourbon Committee examined how the city can best integrate with the distillery experiences and amplify bourbon tourism efforts.

The Bourbon Committee held numerous meetings that already have produced results

■ Louisville is the host city for the upcoming Kentucky Bourbon Affair, a prestigious four-day bourbon showcase with more than 20 events hosted by the KDA and its member distilleries on May 14-18, 2014. This will be the second major annual bourbon event in the city, Louisville has hosted the Bourbon Classic for the past two years.

■ The CVB has retained a consultant to assess bourbon marketing and branding efforts, which CVB and KDA leadership will utilize to create a synergistic and strategic vision with international impact. All bourbon tourism stakeholders will be involved in a branding symposium. The committee will support this process by being involved with one-on-one interviews, acting as brand experts, submitting additional industry research and any other needs for the assessment.

■ The Louisville Convention & Visitors Bureau has become the state's first and only "Gateway to the Kentucky Bourbon Trail®" sponsor, that allowed the KDA and CVB to market Louisville as the launching point for more than 630,000 visitors in 2013 – with that number expected to grow.

■ Thanks to the leadership of co-chairs Rick Robinson and Michael Howerton, the CVB and KDA have renewed and strengthened their relationship through meetings and receptions, and is currently discussing several joint promotional opportunities between the Kentucky Bourbon Trail®, Urban Bourbon Trail® and Bourbon Country offerings.



KEY RECOMMENDATIONS

The Bourbon Committee focused on eight key elements. All are short- or medium-term, depending on funding resources and coordination with other subcommittee proposals. The KDA, the CVB and the rest of the Bourbon Committee believe several are achievable by the end of the calendar year.

■ Creation of a KDA/Kentucky Bourbon Trail®

Visitor Center on Whiskey Row/Main Street: This would be a dynamic “hub” that’s a depot for tours, concierge for visitors and one-stop activity center for all bourbon needs. It should be press friendly for bourbon news and new brand launches and come complete with a kitchen and bar for culinary/mixology sessions. It would not shut down at 5 p.m., but continue into the evening with educational sessions and retail opportunities. No matter where a visitor is from, this would be the one “can’t miss” stop because it’s a centralized location where something cool is happening every day. This center would likely be funded through a variety of sources – the distillers, city government, the CVB, philanthropists and the food/restaurant industry. It’s important that the city develop an easy way for tourists to visit bourbon experiences both inside Louisville and along the Bourbon Trail. This would include large tour buses, smaller buses or bourbon cabs for a few people. This center could also tell the history of bourbon in general – not just from the perspective of a particular brand, but all brands. The city might also consider partnering with others – such as the Frazier History Museum and Filson Historical Society – for a permanent historical bourbon exhibit.

■ Increase bourbon awareness through airport displays and local marketing in hotels and hospitality venues:

The group unanimously recommends a significant presence at the Louisville International Airport. Other opportunities include a bourbon display inside Metro Hall; an iconic bourbon photo opportunity in downtown (similar to the Louisville Slugger bat) and the creation of a “Mayor’s” miniature giveaway bottle filled with whiskey from all KDA distilleries.

Branding will be based on recommendations from the consultant’s assessment and CVB/KDA joint strategy and activation plan.

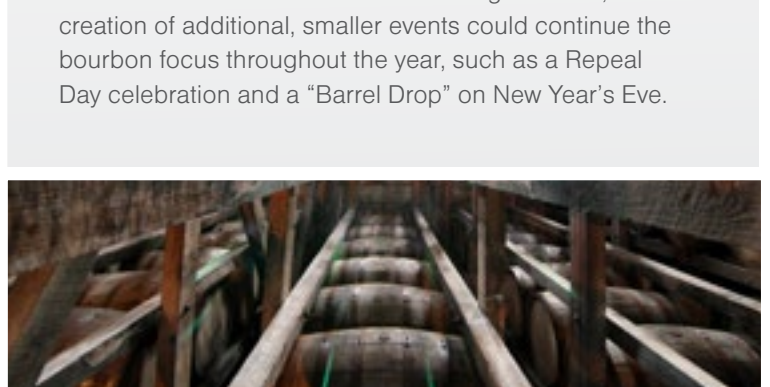
■ Streamline how conferences and conventions can utilize bourbon experiences:

The KDA will create a “Speakeasy” bureau of bourbon experts for use at conferences to educate guests and offer sampling opportunities. Also, the KDA said its member Master Distillers and Bourbon VIPs would be available to help promote Louisville in attracting and securing major conventions.

■ Additional training and education, including

responsibility measures: For Louisville to become the heartbeat of bourbon culture, the front line of hospitality staff must be well-trained to answer questions and provide history and other details of this signature industry. The group recommends that KDA members conduct training and certification courses for restaurants, hotels, bars, wait staff and general tour providers to educate them on the rich heritage of bourbon and its roots in Louisville, as well as the brands they are pouring. This could be done in conjunction with the Filson Bourbon Academy. In addition, the group recommends that Louisville require responsibility training for its servers. Currently, Jefferson County is one of the few areas that does not mandate state S.T.A.R. (Server Training in Alcohol Regulations) education through the state Department of Alcoholic Beverage Control)–abc.ky.gov/Pages/star.aspx.

New and improved events: Louisville should organize and conduct a high-profile event featuring bourbon and food that is on par with “Tales of the Cocktail” in New Orleans. The group believes the new Kentucky Bourbon Affair showcase could evolve into this annual attraction as it continues to grow. Also, the creation of additional, smaller events could continue the bourbon focus throughout the year, such as a Repeal Day celebration and a “Barrel Drop” on New Year’s Eve.



KEY RECOMMENDATIONS, CONTINUED

■ **Position Louisville as the mecca for new bourbon experiences and distilleries:** Kentucky currently ranks 8th in the country for new and craft distilleries as other cities such as Portland and New York outpace the Bluegrass in this heated competition. The Bourbon Committee recommends that Louisville establish a formal organizational structure – perhaps in partnership with GLI, the KDA and similar groups – to attract bourbon experiences and craft distilleries to the city, and to streamline permits and any other business needs. The group also recommends leveraging the tremendous work being done by the Distilled Spirits Epicenter (DSE), the KDA's educational member based in Louisville, as a training ground for new distilleries. Also, strong consideration should be given to creating a craft “incubator” that would provide financial and startup assistance to this new generation of distillers.

■ **Strengthening and safeguarding intellectual property:** The committee agreed that bourbon and bourbon tourism are a hot commodity, given that every state now has an operational distillery to capture its part of the “bourbon boom.” To that end, the group strongly recommends that the CVB, KDA and other parties work to protect all intellectual property involving branding elements to ensure that the Commonwealth maintains its rightful place as the one, true and authentic home for bourbon and bourbon tourism.

■ **Governmental and regulatory affairs:** As other states are competing for distilleries and tourism experiences, Kentucky's elected officials must recognize the importance of this signature industry and position it for future growth. This includes leveling the playing field for taxes and modernizing Kentucky's laws regarding tastings and events – some of which occurred in the 2014 state General Assembly – and also making it easier to ship bourbons from Louisville. Kentucky's tax rate on spirits is the third-highest in the country behind Alaska and Illinois, with 60 percent of every bottle going towards taxes. Also, Kentucky is the only place in the world that taxes aging barrels, which restricts further growth in the Bluegrass and harms our ability to compete in the global marketplace. Louisville city leadership, along with advocacy groups such as GLI, should coordinate efforts with the KDA and industry representatives to pass legislation necessary to keep our bourbon industry competitive and poised for a spirited future.



CONCLUSION

The Bourbon Committee understands that many of the recommendations hinge on the consultant's assessment and inventory of bourbon branding efforts, particularly the Kentucky Bourbon Trail®, the Urban Bourbon Trail® and Bourbon Country. Communication and collaboration will be vital to create the strongest platform for success.

The group also agreed that “internal” bourbon tourism – inside the city – and “external” on the Kentucky Bourbon Trail® tour are not mutually exclusive, but should be promoted in tandem to recognize the strengths of both efforts through a magnetic, collective partnership.

Bourbon tourism impacts numerous stakeholders from both marketing and operational standpoints. Group members expressed concern, for example, that some bourbon brands are difficult to stock because of their rarity or limited release. Distilleries were encouraged to look to Louisville for increased marketing as it becomes the center of bourbon culture.

Distilleries also expressed the need to be involved in tourism marketing efforts due to capacity and demographic issues. As the Kentucky Bourbon Trail® adventure grows, so does the need to responsibly manage the growth so visitors do not have a negative experience. Therefore, there must be strong and consistent communication between the CVB and KDA regarding advertising and marketing initiatives designed to bring more tourists to the area.

Finally, the Committee recommends that any effort must include realistic benchmarks, goals and metrics to accurately measure the ongoing impact of bourbon tourism and its economic benefits. This should be done regularly to clearly identify what's winning and what needs work. Some consideration should be given to who will own this agenda, with the recommendation that one person in Metro Government be charged with implementing the task force recommendations. We further recommend that the Bourbon and Local Food Work Group remain intact, advising and assisting in the implementation and that an annual report on the progress be published.

INTRODUCTION

The Food Committee's goal was to complete the sentence "What makes the Louisville food/culinary scene unique is _____," and then to identify short- and long-term goals that can capitalize on that civic/brand positioning.

The Food Committee held four two-hour meetings between January and early March 2014. In the first meeting (hosted by Chef Kathy Cary at Lilly's) we shared stories about what shaped our own commitment to food, and we identified gaps in Louisville's food scene and marketplace. At the second meeting (hosted by Chef Anthony Lamas at Seville) we shared our experiences of unique food cultures in other cities and our perspectives on the role bourbon plays (and can play) in Louisville's food scene. In our third meeting (hosted by Chefs Edward Lee and Leah Stewart at 610 Magnolia) we continued discussing what makes Louisville distinctive and began narrowing in on particular themes. At our fourth meeting (hosted by Chef Susan Hershberg at Wiltshire on Market) we agreed on a positioning for Louisville's culinary scene and developed an extensive list of goals.

This report highlights ideas from those conversations (under "Background,"), presents our recommended positioning, and lists short and mid-term goals.

BACKGROUND

Capturing Louisville's food scene in a sentence presents both a complication and an opportunity. Many typical culinary descriptors – from geography to regional ingredients to a unified cultural identity – simply don't fit.

As for geographical descriptors, committee members felt that using the word "Southern" failed to include much of Louisville's diversity and many of its surprises; and our cuisine is too sophisticated to call Midwestern. Unlike other regions, Louisville cannot be described by a single form of cuisine.

Our region is home to a unique farm culture and our city is an acknowledged leader in growing a local food economy, but committee members felt that "farm-to-table" has become so ubiquitous a term as to be almost meaningless. Our own local food movement gives great authenticity to Louisville's cuisine, but not a unique identity.

Culturally, Louisville was born as a crossroads on the Ohio River and its growth has always depended on both trading with outsiders and incorporating outsiders into our own success. That may be the reason our food scene can be defined more by diversity than uniformity. Many committee members noted that Louisville – reflecting its welcoming and compassionate spirit – has embraced transplanted chefs more than other cities. While many of our best-known chefs grew up here and have connections to Kentucky's farming culture, just as many came from other places (including other countries).

Visitors to Louisville can sense what Food Committee members described: a pleasure in creating and serving that always makes a table in Louisville more than a place to eat. Beyond the genuine quality of our food, it is that passion for giving (our "hospitality plus" factor) that catches first-time visitors to Louisville off-guard. The committee recognized that much of Louisville's current culinary reputation comes from being such an unexpected



... a pleasure in creating and serving that always makes a table in Louisville more than a place to eat.



(and pleasant) surprise. And while we appreciated the value of that identity (being a secret is not a bad thing), many Committee members felt that we should not try to define ourselves based on a quality that we intend to outgrow (if we have not outgrown it already).

As a food scene, Louisville might be best defined by the way we approach food – something that brings people together when they really want to connect, and a spirit that makes even one-time visitors feel like locals – than by what we’re eating. Our food celebrates “a heartfelt connection to the source of food and the people working to provide it” (to use Barry Yates’ phrase) because of our farm culture and our commitment to the local food economy, but also because our connection to the source of our food reflects the connections we celebrate at the table. Louisville’s food scene may be so good because we simply care so much; and food is often how we show our love for others. But again, while that spirit makes us special, it does not by itself make us unique.

A food scene, however, is not only about food.

Louisville has bourbon. No other U.S. region (aside from Napa/Sonoma) is primarily defined by a particular form of alcohol, and no other U.S. region (anywhere) is defined by a form of alcohol that was first created there. People now visit Kentucky because bourbon was born here, and the Food Committee ended up concluding that we may actually be limiting bourbon’s potential if we don’t make it part of our food story, too.

If we think of bourbon only as a unique ingredient of our cocktails, or as something that is wildly popular at the moment (and it is both of those things), we may miss something bigger. Bourbon gives us a story that no one else shares.

As you will see below, we think bourbon can define Louisville’s food scene in a way that is consistent with all of the values and qualities described above, and that bourbon may be the magic ingredient that makes those qualities unique when they’re all cooked together in Louisville.



POSITIONING

Louisville: where bourbon is local food, too.

This phrase not only connects bourbon to our food scene in a new and differentiated way, but it also captures many of the underlying values described above, including:

■ **Local food.** It incorporates the strength of our local food scene without relying on it in a predictable way. The word “too” tells you that local food is already a strength here.

■ **Regional agriculture.** By emphasizing bourbon as “local food” it reminds us that bourbon is an agricultural product, which ties it to the experience of driving the Kentucky Bourbon Trail tour and agri-tourism that could be incorporated into bourbon tourism. Just as Louisville is seeking to “bourbon-ify” the visitor experience here, this phrase helps “food-ify” the bourbon scene and deepen its meaning.

■ **Unexpected surprise.** It captures the unexpected surprise of visiting Louisville by incorporating a surprise itself (bourbon as food).

■ **Storytelling.** By avoiding the typical reference points for bourbon (and definitely not saying that our food is distinctive because we cook with bourbon) it requires more information about bourbon. For purposes of defining the food scene, the committee believes that bourbon represents the way we tell a story. We need to do more to build bourbon stories into Louisville’s story and the way we talk about our food scene.

■ **Food as love.** For a food scene that cannot be defined by a particular type of cuisine, bourbon can capture its spirit. Bourbon is our spirit, of course, and it represents the spirit of our food scene: the experiences that bourbon generates (coming together, sharing stories) are the same ones that inspire our food scene and the people who make it happen.

■ **Bourbon Country and Kentucky Bourbon Trail.** This positioning also fits the existing description of Louisville as the “Culinary Capital of Bourbon Country,” which remains useful to explain how Louisville and the Kentucky Bourbon Trail fit together. It has been several years now since Mayor Fischer first touted bourbon as an important part of our local food economy, so we need to give credit to him for planting this seed and inspiring our recommended positioning. Time has proven this concept surprising and distinctive – and now successful in defining what visitors and residents experience in our restaurants.

GOALS

Short-Term Goals (Can be accomplished between now and end of 2014)

■ **Offer all restaurant staff bourbon training and certification:** Offer a “subsidized version” of the Filson Historical Society Course which would offer formal certification for transferrable skills among all restaurant staff. This could be valuable to out-of-town bartenders, mixologists, and others. The Filson Historical Society, Kentucky Distillers' Association, and Bourbon Women could take the lead on this.

■ **Offer more bourbon dinners:** Restaurants report that all bourbon dinners sell out. They should be offered even more frequently for natives and tourists alike with coordination between the restaurants, Kentucky Distillers' Association, and individual distilleries.

■ **Continue work on getting press and earned media as a “Culinary Weekend” destination:** Continue telling the Louisville food story in national newspapers and magazines as a “must-do” visit for foodies and people interested in agricultural, local food, and bourbon. The Convention and Visitors Bureau, along with local PR firms that have food clients, have taken the lead on this and should continue to do so.

■ **Align all tourist-oriented communication:** In addition to incorporation of the recommended positioning in all communication, Louisville needs to dramatically expand the use of food/bourbon communication in its messaging, both in its extent and location. The airport, hotels and other sites must be better used to reinforce this message, for both visitors and natives. The Louisville Regional Airport Authority, Louisville Convention and Visitors Bureau, Louisville Metro Government, and Greater Louisville, Inc. should make this a priority.

■ **Get listed as a city in Zagat:** Zagat includes specific listings for cities, but not Louisville. Louisville needs to be on that list – a sign that we have become a true foodie destination. Local food and beverage PR firms, along with the Louisville Convention and Visitors Bureau, should work on this.

■ **Continue attracting national food events (like StarChefs and James Beard boot camps):** Foodies from around the globe and the national food press attend these events and follow where they are held. Louisville needs to continue hosting more of them.

■ **Offer more cooking classes:** The demand for cooking classes appears to exceed supply, particularly from our well-known chefs. Louisville should be able to promote and offer one or more centralized cooking classes for visitors – the proposed Bourbon and Food Visitors Center would be ideal for this.

■ **Offer more bourbon exclusives in Louisville:** Visitors frequently ask if restaurants offer bourbons that aren't available elsewhere. The answer is usually no. In California there are lots of wines that can be purchased only there, at wineries or in restaurants. Distilleries need to create “exclusive” offerings that can be sold only within our region to visitors and others.

■ **Passport for tourists (bottle-to-plate):** Explore possible expansion/coordination of existing passport programs (for Kentucky Bourbon Trail and Urban Bourbon Trail) including possibility of including social media “credit” or actual money credit and rewards for their loyalty and business.

■ **Develop a Louisville Food and Bourbon Road Show:** There are multiple venues (like travel trade shows) where a touring exhibit on Louisville bourbon and food could generate attention.



GOALS, CONTINUED

■ **Continue to participate in existing food & beverage events in other regions. Capitalize on Louisville's leadership role as a healthcare and culinary hub by taking advantage of new movement in "foodcare":** Existing food/wine festivals have already invited Louisville chefs to join committees and we could expand this involvement by featuring a Louisville booth.

Mid-Term Goals (Can be started but not fully achieved in 2014)

■ **Launch a Signature Bourbon & Food Festival:**

Among tactics recommended when this topic is further considered:

■ Consider strategies to combat festival fatigue/saturation, including making this a small and exclusive event – also building a business model (sponsors, side events, etc.) that targets younger-than-average visitors compared to existing food-and-wine festivals.

■ Don't use "wine" in the festival name. Make it all about bourbon and food – rely on recommended positioning.

■ The Festival itself (tents, tastings, etc.) could feature statewide chefs and encourage festival visitors to experience local chefs at their restaurants. The New Orleans Jazz Fest does something similar – chefs at Fair Grounds are regional, not necessarily from New Orleans. Jazz Fest visitors fill local restaurants at night.

■ **Develop original content to promote bourbon and food:** Explore developing a television program for regional and national distribution as well as radio programming, podcasts, and website features. Our local food and beverage PR firms, along with the Distilleries' PR staff, can work with NPR, Food Network, Philip Ruskin, and others.

■ **Create a culinary/bourbon center in Louisville:**

Rely on the Bourbon Built Environment committee's recommendations.

■ **Expand bourbon/culinary/farm tourism:** The Kentucky Bourbon Trail currently offers great features but they are far apart, as Mayor Fischer noted after his Napa visit. Consider using food and agriculture as a theme to expand and enrich (to "foodify") the visitor experience on the Bourbon Trail. Elements could include:

■ Adding agritourism/farm visits. Note that agritourism can include bourbiculture too (agricultural inputs for bourbon)

■ The Kentucky Bourbon Trail needs more high-end food/dining experiences

■ Develop podcasts for drivers that explain the countryside they are driving through (using bourbon history/stories, agricultural information, literature, etc.)

■ Use Wendell Berry/Berry Center for agricultural authenticity, stories, etc.

■ **Support restaurant service as a career:** In Louisville, the white table cloth restaurant culture is younger than in many of our competitor cities. As a result, restaurant service is not fully respected as a career option, and the bench of available hires remains thin. Developing a bourbon training/certification may be the first step in building respect for restaurant staff professionalism. Jefferson Community & Technical College and Sullivan University could play a role here. Additionally, consultant Philip Weiss has helped other regions strengthen their service culture. Louisville chefs said that they might be willing to pay for this.

■ **Host the Food Film Festival:** A national food film festival moves from site to site annually. Louisville should host it in collaboration with the Louisville Film Society.



Due to its recent increase in preference and production, bourbon presents Louisville and Kentucky with significant economic and cultural opportunities.

While economic opportunities are already being realized through increased agricultural production, bourbon sales, employment, and tourism, cultural opportunities have significant room for growth – particularly in Louisville. Individual distillers have developed visitor and tourist attractions throughout Kentucky, and multiple distilleries are opening in downtown Louisville. As Kentucky's largest city, Louisville recognizes it can and should serve as host, educator, and gateway to this integral part of our culture and economy. One way for Louisville to authenticate its connection with bourbon is through the built environment.

The purpose of this document is to articulate how the built environment can be used to reinforce and deepen a culture of bourbon in Louisville. Throughout Louisville, there is ample occasion for the built environment to reference and endorse the bourbon industry. From public spaces and streetscapes to wayfinding elements and museums, a variety of mediums should be "bourbonized" to craft a message to the public. A cohesive built environment approach for Louisville should follow guiding principles to integrate public and private efforts, provide context for experiential initiatives, and enhance the vision of Louisville as a national gateway to Bourbon Country. These principles are:

PRINCIPLES

- Adhere to the responsibility policy to ensure initiatives celebrate the craft of bourbon.
- Set high quality standards that preserve the integrity of bourbon, cultivate pride and celebrate authenticity.
- Engage people in a variety of ways through multi-sensory physical elements; use open space, events, and wayfinding.
- Emphasize bourbon as a Kentucky product while reinforcing Louisville's role in the industry.
- Recognize that the audience is both global and local.
- Celebrate the brands.
- Tell the story of bourbon.
- Distinguish between active and historical sites in the bourbon industry.
- Coordinate with appropriate partners to both create content and link content together.
- Connect experiences and physical elements.
- Ensure right-of-way elements follow Complete Street guidelines ensuring that streets are safe, comfortable, accessible, and convenient.



PLACES

Kentucky's climate, location, and access to commerce make it a natural place for the bourbon industry to thrive. With its seasonal climate, plentiful supply of limestone water and farmland, and access to historic and modern logistics hubs, Kentucky has sustained its connection with the bourbon industry since its inception. As we reflect upon all of the places connected with the bourbon industry in Louisville, it is important to distinguish between places with direct ties to bourbon and those that are used as vehicles to communicate and market bourbon to the public. The integration of bourbon in these places should enhance the industry and when appropriate tie the places together, to the Urban Bourbon Trail, the Kentucky Bourbon Trail, and the Kentucky Bourbon Trail Craft Tour.

The Built Environment Committee narrowed its focus to these physical place categories and recommends the following action be taken to address each:

■ **Distilleries** represent the most iconic and logical place for bourbon to be promoted and celebrated. Strong references to history and brand should be encouraged within individual distilleries. Brand-neutral places should be reserved for the marketing of the bourbon industry, rather than specific brands. Distilleries within the Bourbon District downtown should be identified by the specific markers recommended in that plan.

■ **Airports** welcome thousands of people to Kentucky every year and should educate and excite visitors about the bourbon industry in Kentucky. In Louisville, the Louisville Regional Airport Authority and the Louisville Convention and Visitors Bureau should partner with individual distilleries and the Kentucky Distillers' Association to create a dynamic, interactive bourbon experience that will engage and excite visitors and instill pride in local residents.

■ **A Bourbon Visitor's Center** should be created to provide a physical location for the bourbon industry to welcome and educate the public, as well as to cross promote with area businesses that use bourbon.

■ **The Kentucky International Convention Center** is a space that presents an enormous opportunity for the bourbon industry to showcase its history and product to convention attendees. The Kentucky International Convention Center, in partnership with the Louisville Convention and Visitors Bureau, individual distilleries, and the Kentucky Distillers' Association, should include bourbon iconography in wayfinding elements, signage, and other physical design elements. When the KICC undergoes renovation for expansion, bourbon should be incorporated in the design in a prominent, but timeless way.

■ **Restaurants** that incorporate bourbon in their recipes or on their bars, should include physical design elements that also tie into bourbon. Restaurants should solicit the bourbon industry to educate their employees about bourbon, and the bourbon industry should regularly check in with restaurants to ensure employees are trained and educated in "all things bourbon."

■ **Gateways**, such as the intersection of Fourth and Main Streets and downtown interstate overpasses can serve as opportunities for bourbon to be displayed within the public right-of-way. Signage should be integrated into the design of gateway locations and include Urban Bourbon Trail participation.

■ **Collateral bourbon places**, including cooperages, rickhouses, Louisville Stoneware, Flavorman, Distilled Spirits Epicenter, and Copper & Kings, among others, provide the bourbon industry with an opportunity to tell the story of bourbon through a different perspective, which increases the potential audience of the bourbon industry. These collaterals are a benefit to the bourbon industry, contributing to the built environment and adding to Louisville's authentic experience. Collaterals should be more closely embraced by the bourbon industry and used in the telling of its history and modern relevance.



BOURBON BUILT ENVIRONMENT COMMITTEE

PLACES, CONTINUED

■ **Historic places** that impacted, shaped, and created the bourbon industry abound in Louisville and Kentucky. Places like the Louisville Water Company, Cave Hill Cemetery, the Filson Historical Society, the Belle of Louisville, the Pendennis Club, Whiskey Row, the Falls of the Ohio, glass factories, "lost distilleries," the Louisville Wharf, the Ohio River, Old Louisville, and iconic bars and hotels are all places that should be better integrated with the messaging of Bourbon.

■ **Other Places**, including hotels, liquor stores, Churchill Downs, taxi cabs, busses, and other transportation, entertainment facilities, the Speed Museum, Frazier History Museum, Kentucky Museum of Art and Craft, Kentucky Science Center, and the Slugger Museum are places that should programmatically leverage bourbon to build upon the branding and marketing efforts of the bourbon industry.

EVENTS

Events transform the built environment and have the potential to activate it in a way that reflects culture and identity. Incorporating the history and messaging of bourbon in event programming allows the public to connect with an authentic part of local culture. Unlike many other cities, Louisville benefits from its authenticity; however, it has not fully capitalized on this attribute. Using the principles of placemaking, Louisville should host events that responsibly promote the history and craft of bourbon.

Our Committee recommends that the following events take place to enhance the built environment:

■ **Tour Companies** should embrace the bourbon industry and include bourbon in the development of their tours. The Kentucky Distillers' Association and the Louisville Convention and Visitors Bureau should work with tour companies in the content development stage.

■ **Bourbon education** of service employees provides an opportunity for guests visiting Louisville to learn about the Bourbon industry in a more personal way. Hotel service staffs should be educated about "all things bourbon" by individual distillers and the Kentucky Distillers' Association so that the hotels, in turn, can educate their guests. Hotel rooms should also include literature about the history and culture of Bourbon.



■ **Speakers groups** should be developed to serve as a resource for convention and meeting attraction. Individual distilleries and the KDA should organize a resource pool of master distillers, historians, chefs, and marketing materials.

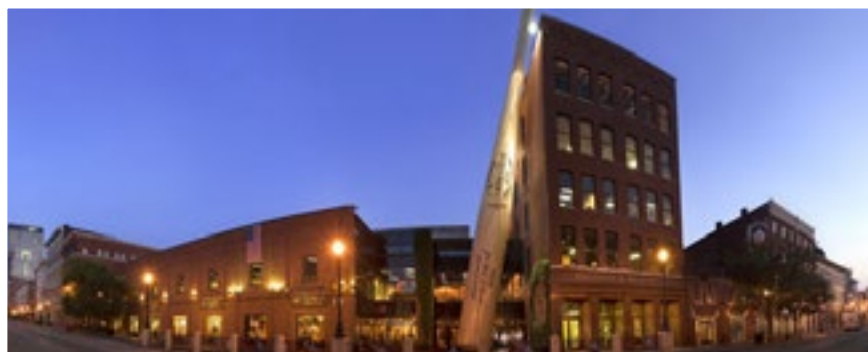
MEDIA

There are a wide variety of mediums that effectively communicate the stories and messages of bourbon. Once content is developed, these mediums should be in place to help distribute it to the appropriate audience. These are initial methods of communication, but the list is not limited to those items and should be expanded. Their development can be integrated into a work plan that is then adopted by one of the partners. Design elements and context should also be appropriately considered.

Mediums in the built environment should include signage, media outlets, public art, and landscaping.

Signage

Wayfinding: A metrowide wayfinding system should be developed to tie historical locations, current distilleries, and other significant industry places together. It should be a



uniform system that also ties into the Downtown Bourbon District and is targeted towards pedestrians and vehicles.

Road signage: Integrated with wayfinding, but at times held to traffic code design standards, signage leading to significant locations should be integrated on state roads, local roads, and interstates.

BOURBON BUILT ENVIRONMENT COMMITTEE

MEDIA, CONTINUED

Markers: Similar to the statewide historical markers program, a similar system with its own distinctive design can highlight historic sites, people and things related to the bourbon industry. These markers can be used to display both historic content and current messaging. In particular, distillery and pedestrian markers are recommended as part of the Bourbon District.

Plaques: These should tie into the historic markers and serve as a more two dimensional element to be used in places with less room for a larger marker as well as on buildings of significance.

Signature visual element: Part of the downtown Bourbon District, this provides a focal point that attracts people's attention, can be used in photographs, and ties into wayfinding. A comparable element is the Louisville Slugger Bat in front of their museum and factory.

Banners: Both large-scale banners that can wrap buildings and streetlight banners should be used. An initial location for a large-scale banner could be the southwest corner of 4th and Main. Street light pole banners can be used across Louisville to provide continuity in design and can also highlight adjacent distilleries and venues with significance to the bourbon industry.

Media Outlets

Outlets such as a radio show, cooking show, YouTube channel, podcast, film/documentary, and MetroTV should be used as a way to convey developed content. These should be considered for potential integration with built environment elements in both the public and private

sector. Examples potentially include speakers within Bourbon District elements, video screens at venues, and incorporation with events and event spaces.

Public Art

Public art provides an opportunity to highlight significant aspects of the industry at designated public sites. Where applicable, this should be done in coordination with Louisville's public art program and tied into the key locations identified in the report. Initial places include the airport, the Bourbon District and the distilleries themselves.

Landscaping

Landscaping provides an opportunity to highlight urban green space with features that connect the natural environment to bourbon. Both public and private open space should draw from the natural environment design elements to create spaces reflecting the bourbon industry. The Bourbon District, the distilleries, and public park areas should first be considered as locations to implement these landscaping treatments.

Content and Design Elements

Peoples' interactions with bourbon should be interesting and immersive. Accessible content relating to bourbon should be used in the built environment to interact with the public's daily lives. Primary sources of content include historical collections, brands, and the distillers themselves. Content from these sources should be integrated into streetscape components, educational materials, and event programs – all elements that contribute to the built environment.

1. Guiding process for content
2. Conduct and collect research
3. Create content
4. Make content accessible
5. Use content to educate and inform the appropriate audiences.



BOURBON BUILT ENVIRONMENT COMMITTEE

Certain materials, colors, and processes are directly identifiable with bourbon. These should be incorporated when developing items for the built environment. There are a number of material elements that reference the process of making and distributing bourbon, as well as natural elements that relate to bourbon's ingredients and the product itself. The shapes and materials themselves can be used to provide distinct elements. These elements are as follows:

Material Elements

Barrels
Copper
Charred Staves
Hoops
Glass / Glass Bottles
Earthenware
Lighting

Natural Elements

Limestone
White Oak
Water
Grain
Color of Bourbon
Sensory Experience

Design Context

Medicinal
Historic Imagery
People
Supply Chain
Commerce
Federal Permits
Labeling
Transportation
Barrel Trademarks
KY as 1st American West
Barrelheads
Cultural Iconography



IMPLEMENTATION MATRIX

	LCVB	Hotels	Downtown Partnership	Metro Government	Distilleries	KDA	Filson Historical Society	Tour Companies	GLJ	Airport Authority	KICC	Restaurants	Business Associations	KIPDA	Waterfront Development Corp.	Cooperages	Flavorman
<ul style="list-style-type: none"> POTENTIAL LEAD ACTOR POTENTIAL KEY FACILITATION ROLE POTENTIAL SUPPORTING ACTOR 																	
Short Term (< 1 year)																	
Airport Bourbon Enhancement	●			●	●	●	●			●							
Bourbon Signage /Markers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●
Restaurant Adoption of Bourbon	●	●	●		●	●	●		●			●	●				
Bourbon Education of Service Employees	●	●	●		●	●	●										
Speaker Group Development & Oversight	●		●		●	●	●										
Media Development	●	●	●	●	●	●	●	●			●	●				●	●
Bourbon Themed Tours	●				●			●									
Medium Term (1-3 years)																	
Bourbon District Downtown	●	●	●	●	●	●	●		●								●
Bourbon Visitors Center	●		●	●	●	●		●	●		●	●	●				
Signature Bourbon Visual Element	●		●	●	●		●										
Bourbon Wayfinding System	●	●	●	●	●	●		●						●			
Outreach to Hotels	●	●	●	●	●	●			●								
Kentucky International Convention Center	●		●	●							●						
Gateway Enhancement			●	●										●	●		
Integration of Collateral Bourbon Places	●		●						●				●			●	●
Integration of Ancillary Historic Sites	●				●		●						●				
Messaging Through Other Places	●		●			●			●				●				
Public Art			●	●													
Landscaping			●	●													

LOUISVILLE DISTILLING HISTORY

by Michael Veach, Filson Historical Society/bourbon historian

When Louisville was first settled in 1778, chances are that someone owned a still and made whiskey. This was the era of the farmer/distiller and whiskey making was a vital part of the economy. The stills used by these farmer/distillers were small and easily transported down the Ohio River or across the Appalachian Mountains. There was no government registration of stills or whiskey-making, so there are no official records as to who owned a still. Evan Williams of Louisville is often credited as being Kentucky's first distiller in 1783, but there are several other people who are better candidates for the title of Kentucky's first distiller.

A typical farmer/distiller owned one or two small copper stills with a capacity of 60 to 120 gallons. The farmer would build a stillhouse near a limestone water source such as a spring. The iron-free water was important for making good whiskey. The grain used to make the whiskey was produced by the farmer/distiller on his farm. This meant that most of the whiskey being made was straight corn whiskey. The "heads" is the first whiskey that comes off the still, and this whiskey was separated from the run to be re-distilled. The "tails" is the last whiskey of the run and was also separated. A good distiller only took the "heart of the run" for beverage purposes. The whiskey was usually distilled a second time to make it a better product, but not everyone did this. Some distillers had other methods of rectifying their whiskey to make it a palatable product. These methods included filtering the new whiskey through charcoal to mellow it or by adding wild cherry bark or roots to make a "cherry bounce" liqueur out of the new whiskey. The whiskey was then placed in barrels or jugs and sometimes allowed to age before the whiskey was sold.

Farmer/distillers played an important role in the economy of Louisville. In a starved economy, the

whiskey could be used to barter for supplies needed on the farm. The farmer/distiller would also allow his neighbors to make, or would make for them, whiskey with his stills. He would take part of the whiskey as payment for his service. When local merchants accumulated enough whiskey, they would ship it down the Ohio and Mississippi rivers to New Orleans, where it could be sold for hard currency. This currency could then be used to purchase merchandise to be traded for more whiskey from the farmer/distillers.

Under the prodding of Alexander Hamilton, the federal government enacted a tax in 1791 to help reduce the government debt stemming from the American Revolution. This tax led to the first trial of the government's authority – The Whiskey Rebellion. The government required registration of all stills with a tax on the still's capacity and on the product from the still. The product tax was to be based upon the proof of the whiskey, as measured by a hydrometer. The tax hurt the farmer/distiller who had very little hard currency with which to pay it.

Legend has it that the Whiskey Rebellion drove Pennsylvania distillers into Kentucky, but Kentucky had plenty of distillers before the Whiskey Rebellion. Kentucky was also part of the rebellion. The federal government played down Kentucky's role in the rebellion for two reasons: the government was not sure it could handle the logistics of moving troops over the Appalachian Mountains into Kentucky, and the government was afraid that a show of force in Kentucky would drive the West into the arms of Spain. The legal maneuvering of Judge Harry Innes spared Kentucky's distillers from government pressure to collect the tax. The lack of strong government action allowed Kentucky to survive the Whiskey Rebellion with little violence. Congress repealed the whiskey tax in 1802, but it was brought back for a short period between 1814 and 1817 to pay government debts from the War of 1812.

1778

Louisville was first settled. Chances are that someone owned a still and made whiskey.



1783

Evan Williams of Louisville is often credited as being Kentucky's first distiller.



1791

Federal government enacted a tax. This tax led to the first trial of the government's authority – The Whiskey Rebellion.

1802

Whiskey tax repealed.

1814–1817

Tax brought back for a short period.

1817

The first attempt at large-scale whiskey production in Louisville came from the Hope Distillery which was built near Fifteenth Street and Portland Avenue.



LOUISVILLE DISTILLING HISTORY

The first attempt at large-scale whiskey production in Louisville came from the Hope Distillery, which was built near Fifteenth Street and Portland Avenue in 1817 by New England investors. This large-scale pot still distillery could make 1200 gallons per day. This first attempt at large-scale production failed within three years, and the distillery buildings were turned over to other uses.

Louisville became an important center for Kentucky's distilling industry in the early part of the 19th century. America's oldest surviving spirits company, W. L. Weller and Sons, (1849), dates from this period. Louisville became the home of spirits merchants or rectifiers. They would buy whiskey from the small farmer/distillers and rectify the whiskey by blending or adding other substances to it. The respectable rectifiers would simply blend the whiskeys produced by several distillers until they had a taste profile that they could sell. The less reputable rectifiers would add anything from caramelized sugar to sulfuric acid.

As Louisville's distilleries became more important, the farmer/distiller declined. The railroad and the steamboat allowed for grain to be shipped in at low cost from the surrounding country, thus allowing cities to support larger distilleries. The finished product also could be shipped to distant markets. Most whiskey sold in the 19th century was sold by the barrel to saloons or drug-stores. The consumer would bring in their own jugs or bottles to be filled. The term "brand name" comes from this period because the name of the whiskey was branded into the barrel head.

The invention of the column still in the 1830s also hurt the farmer/distiller. This device is a continuous still that allows the production of a large amount of alcohol at a reduced cost. It was also a very large and expensive

piece of equipment – four stories tall and made of copper. The column still, combined with railroads and steamboats, allowed large-scale distilleries to succeed in Louisville in the late 1860s.

The final factor that spelled an end to the farmer/distiller was the Civil War and the renewed liquor tax. The tax was collected as soon as the spirit came off the still. Since whiskey must be aged before it can be sold, this created a financial burden that could only be met by distillers with the money to pay this tax before the whiskey was sold. This very quickly led to the passing of a "bonding period" where whiskey could be aged in government "bonded" warehouses for a short period before the tax was collected.

The period following the Civil War was a golden age for Louisville's distilling industry. Louisville was the bourbon capital of the world. Main Street near the wharf became known as "whiskey row" because of the number of distiller's and rectifiers' offices located there. Even if the distillery was located in another county, chances are it had an office in Louisville and shipped its whiskey to market from the city. Many new and larger distilleries were built after the war. Most were located either in the neighborhood of 26th and Broadway or in the East End near Beargrass Creek. These distilleries drilled deep wells that supplied them with the limestone water needed to make good bourbon. Grain brought into the city by the railroads supplied the huge demand of these distilleries.

The Louisville distilling industry of the late 1800s was responsible for two important innovations. The first change came from George Garvin Brown. George Garvin and his brother J.T.S. Brown founded a company called J.T.S. Brown and Bro. in 1870. This wholesale spirits company created the Old Forester brand of whiskey. Whiskey was one of the few medicines available to doctors and was prescribed for many ailments.

1830s – 1860s

The invention of the column still, combined with railroads and steamboats, allowed large-scale distilleries to succeed in Louisville.

The liquor tax was renewed and collected as soon as the spirit came out of the still. This led to passing of a "bonding period" where whiskey could be aged in government "bonded" warehouses for a short period before the tax was collected.



1849

Louisville became an important center for Kentucky's distilling industry in the early part of the 19th century. America's oldest surviving spirits company W. L. Weller and Sons dates from this period.



LOUISVILLE DISTILLING HISTORY

Doctors were complaining because the quality of the whiskey was not always the same from one week to the next.

Brown decided to create a market by selling Old Forester only in bottles, so doctors would know that the quality would always be the same. There had been bottled whiskeys sold for over fifty years, mostly by grocers who bottled their own brands from bulk whiskey purchased from distillers, but Old Forester was the first brand to be sold by a wholesale company only by the bottle and not in bulk lots by the barrel. This started a trend that eventually led to the Bottled-in-Bond Act of 1897.

The next innovation came from Fredrick Stitzel of Stitzel Bros. Distillery. He saw problems with the way barrels of whiskey were being stored in warehouses for aging. The barrels were stacked on top of each other, and the pressure caused the bottom barrels to leak or burst. He patented a system of racks that not only allowed barrels to be stored individually, but also improved the air circulation in the warehouse, thus eliminating a lot of musty whiskey. This system of barrel-racking quickly became standard in all whiskey warehouses.

The end of the 19th century saw the growth of the prohibition movement. This movement climaxed in 1920 when national prohibition began. Louisville quickly became a center for the legal trade in "medicinal spirits". Four of the six companies allowed to sell medicinal spirits were based in Louisville: Brown-Forman, Frankfort Distilleries, Glenmore Distilling Company and A. Ph. Stitzel Co. The other two companies, American Medicinal Spirits (later National Distillers) and Schenley Distillers Corp., were based in New York City. There were only four legal markets for alcohol during Prohibition. One was wine sold to churches for sacramental purposes. Physicians and dentists could buy twelve pints of distilled spirits a year for office

use. Bakers could buy twelve pints of brandy or rum a year for cooking. A pharmacy could buy alcohol to fill prescriptions. This was the largest market. In 1928 the government allowed these medicinal spirits companies to replenish their dwindling stocks of whiskey through limited production. The A. Ph. Stitzel Co. made the whiskey for itself as well as Brown-Forman and Frankfort Distilleries.

When Prohibition ended in December 1933, there was an explosion of growth in the distilled spirits industry in Jefferson County, mostly in the southwest. In the area that was to become the incorporated community of Shively, there were seven distilleries built before 1940: Glecoe, Stitzel-Weller, Seagram, Hill and Hill, Old Kentucky, Four Roses, and Taylor and Williams. Distilleries in the city included Old Sunnybrook at 26th and Broadway, Bonnie Bros. in Portland, Bernheim at 17th and Breckenridge, A. Ph. Stitzel, (later sold to Four Roses on Story Avenue) Brown-Forman on 18th Street, and Old Grand Dad at Lexington Road and Payne Street. At the urging of several distilleries that wished to avoid Louisville taxes, Shively decided to seek incorporation in 1938. The city annexed the eager distilleries and increased its tax base by approximately \$20 million.

During World War II, distilleries were forced to convert all their production facilities to the distillation of 190 proof alcohol for the war effort. In June 1942, conversion of the Louisville distilleries was complete, and except for one three-month period in 1943, only industrial alcohol was commercially produced in Louisville until 1945.

From 1942 to 1945, Kentucky distillers had provided nearly one-third of all high-proof alcohol made.

Industrial alcohol had many vital uses for military production. Although antifreeze, plastics, and smokeless ammunition needed 190 proof alcohol in their production,

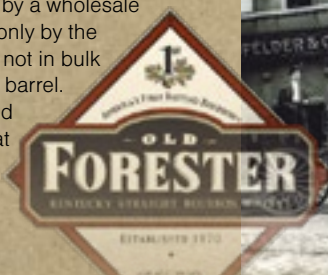
1870

George Garvin and his brother J.T.S. Brown founded a company called J.T.S. Brown and Bro. This wholesale spirits company created the Old Forester brand of whiskey.

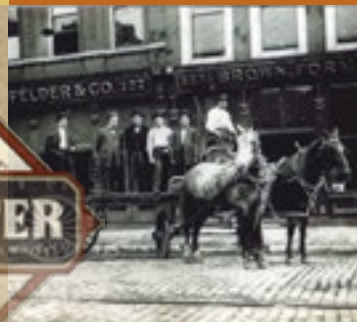


1897

Old Forester was the first brand to be sold by a wholesale company only by the bottle and not in bulk lots by the barrel. This started a trend that eventually led to the Bottled-in-Bond Act.



1910 Main Street



1920

National Prohibition began. Louisville quickly became a center for the legal trade in "medicinal spirits".



LOUISVILLE DISTILLING HISTORY

the most strategic use of industrial alcohol was in the manufacture of synthetic rubber. Because West Louisville and Shively had such a large concentration of distilleries and were located near the Ohio River, the military built a butadiene and synthetic rubber manufacturing center in that part of the city. The plant's close proximity allowed Louisville distillers to feed their entire industrial alcohol production directly into a central plant. Louisville became known as a rubber manufacturing center, or Rubbertown, when other distilleries in the Midwest also shipped their alcohol to Louisville.

Changes in agriculture in the period following World War II changed the local impact the distilleries had on the economy. Hybrid grains were imported from the Midwest, and less local grain was bought for distilling bourbon.

The Great Depression of the 1930s and World War II had taken a toll on the distilleries. In the 1930s, giant industries absorbed small distilleries that could not operate because of economic difficulties. The industry consolidated as stronger companies acquired weaker distilleries and brands. By the 1950s, Seagram's acquired Frankfort Distillers and the Four Roses Brand. National Distillers had Old Grand Dad, Sunnybrook, Hill and Hill, and Glecoe properties. Schenley owned Bernheim and Bonnie Bros., and Glenmore acquired Taylor and Williams. Brown-Forman bought the Old Kentucky distillery and changed its name to Early Times. As bourbon sales started to decline in the 1960s, consolidation continued. In the 1970s, more distilleries closed and the production moved to new sites. By the end of the 1980s there were only three sites in Jefferson County where whiskey was aging. These sites were the Stitzel-Weller and Early Times distilleries in Shively and the Bernheim distillery in Louisville. In 1999, Bernheim distillery was sold to Heaven Hill Distilleries, Inc.

In the 1980s and 1990s, consumption of bourbon continued to decline, forcing distilleries to diversify or find new markets. Products such as vodka and tequila took their share of the bourbon market. Some distillers began to diversify by acquiring and selling California, Italian, and French wines and champagnes. A market was developed for premium, aged small-batch and single-barrel brands of specialty bourbons. There is a steady growth of markets in foreign markets such as Japan and Eastern Europe. In addition, new advertising strategies began to take place. Distillers began to focus on younger customers. As consumption of bourbon declined, Brown-Forman diversified into new areas of consumer durables as part of their business.

By the end of the 20th century, bourbon was beginning to grow once again. The growth of the internet, bourbon tourism, and the Bourbon Festival in Bardstown was creating interest in a new generation of drinkers. Within the first decade of the 21st century, bourbon went from decline to boom. Louisville has benefited from this bourbon growth with distillery expansion at Bernheim and the renewed interest in "Whiskey Row" on Main Street. Heaven Hill led the way with the creation of the Evan Williams Experience craft distillery on Main Street, but there are plans for additional distilleries from Michters and Angel's Envy joining the growth of bourbon tourism with craft distilleries downtown before the end of the second decade of the new century.

1933	1942	1950 - 1980	1999 - PRESENT
	<p>During WWII, distilleries were forced to convert to distillation of 190 proof alcohol for the war effort.</p> 	<p>The industry consolidated as stronger companies acquired weaker distilleries and brands.</p> <p>By the end of the 1980s there were only three sites in Jefferson County where whiskey was aging.</p> 	<p>Bourbon begins to grow once again!</p> 

WORK GROUP MEMBERS

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BOURBON & FOOD



A VISION TO MAKE LOUISVILLE THE WORLD'S BEST CULINARY AND SPIRITS CITY

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